# The Planning Survey 24

## The voice of the planning software user community

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*This is a specially produced summary by BARC of the headline results for*

## Valsight

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The Planning Survey 24

**24** Top ranks  **17** Leading

in 2 peer groups

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**#1**
Project Success
The Planning Survey 24

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**#1**
Customer Satisfaction
The Planning Survey 24

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**#1**
Driver-Based Planning
The Planning Survey 24

> *Sehr positive, langjährige Zusammenarbeit.*
>
> Head of business department, Manufacturing, > 2,500 employees

BARC                    The Planning Survey 24

# Table of Contents

## The Planning Survey 24

The Planning Survey 24 is based on on the world's largest survey of planning software users conducted from November 2023 to February 2024, with 1,272 respondents and analysis of 21 products. It evaluates user feedback on 33 criteria (KPIs), such as *Business Benefits, Project Success* and *Customer Satisfaction.*

This summary highlights key findings for Valsight, emphasizing positive results without displaying all KPI outcomes.

## The KPIs

The Planning Survey 24 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

1. Only measures that have a clear good/bad trend are used as the basis for KPIs.
2. KPIs may be based on one or more measures from The Planning Survey.
3. Only products with samples of at least 15 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
4. For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).

5. A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

## Peer Group Classification

The Planning Survey 24 categorizes the different planning, budgeting and forecasting products into peer groups, based on three criteria (specialization, usage scenario and global presence) and defined by BARC analysts' expertise and judgment:

- **Products for Planning, Budgeting and Forecasting**: Designed for planning, budgeting and forecasting, these products cater to various sub-plans, offering flexibility and predefined planning solutions for specific applications. Since The Planning Survey is focused on exactly this use case, this peer group includes all the products featured in the survey.
- **Integrated Products for Planning & Financial Consolidation**: With a strong emphasis on financial performance management, these products provide built-in financial intelligence and predefined business rules for an integrated approach to (financial) planning and financial

consolidation.
- **Integrated Products for Planning and BI & Analytics:** Beyond planning and performance management, these products integrate comprehensive reporting, dashboarding, ad hoc query and analysis capabilities, expanding their scope beyond pure planning functionality.
- **Midsize/Departmental Implementations**: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users.
- **Large/Enterprise-Wide Implementations**: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with many users.
- **Worldwide Implementations**: These vendors have a truly global sales and marketing reach. They are present worldwide, and their products are used all around the world.

Valsight features in the following peer groups:

- Products for Planning, Budgeting & Forecasting
- Midsize/Departmental Implementations

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## Valsight overview

Valsight was founded in 2015 as a spin-off of the Hasso Plattner Institute and is headquartered in Berlin with 40 employees. As a German software-as-a-service (SaaS) company, Valsight enables enterprises to maximize their financial performance. The vendor envisions faster and better support for management decisions by creating data-driven insights. Specifically, Valsight provides companies with functionality to flexibly simulate financial plans, forecasts or any scenario on the fly.

Valsight supports value-driver-based planning, forecasting and simulations and the interactive analysis of results. Driver models describe the essential business contexts of a business model and are the basis for flexible, transparent simulations of effects. The creation of driver models can be done by business users in a graphical, no-code, drag-and-drop user interface. To model more complex cause-and-effect relationships, an integrated formula language is also available. Typical use cases implemented at customers include strategic planning / multi-year planning, target setting, financial forecasting, simulation of investment cases, tariff simulation and M&A simulation.

With Valsight, finance and controlling teams can simulate, analyze and present scenarios flexibly, transparently and quickly. Leveraging the scenario manager, users can directly enter new insights, either derived from a company's business environment or regarding the development of certain drivers, and then immediately include them in the respective scenario. Driver-based forecasts can be created using automated updates of actual values and may include statistical functions (e.g., LOOKUP, ARIMA). To adjust forecast values, driver-based actions can be entered. With the option to quickly and flexibly create new scenarios, a larger spectrum of values can be calculated and analyzed for each KPI.

Planning and simulation results can be analyzed ad hoc and interactively via multiple diagrams, dashboards and an integrated presentation mode. Integrated collaboration features and commenting capabilities support data-related discussion of results. Workflow functionality is available as standard to control planning, forecasting and simulation processes. Programming skills are not required to set up and run Valsight, so integration into the existing infrastructure can therefore be completed in a relatively short timeframe. Automatic transfer and simple structuring of basic data via various integration options and interfaces from other systems are provided.

In addition, Valsight offers consulting support to set up and manage the driver models and simulations as part of the license agreement. Users can opt for a paid pilot phase to experience the benefits of the simulation software.

The software is fully web-based and available in the cloud leveraging providers such as Hetzner and Open Telekom Cloud, but also Amazon Web Services, Microsoft Azure and SAP HANA Enterprise Cloud upon request. Data storage is relational in PostgreSQL, Microsoft SQL Server or SAP HANA. Data integration and modeling takes place within the Valsight application.

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# User and Use Case Demographics

This year, we had **36 responses** from Valsight users. At the time of the survey, 19 percent of them were using version 5.8, 4 percent version 5.9, 74 percent version 6 and 4 percent version 6.1

## Current vs. planned use (planning use cases)

*n=35*

| Use case | In use | Planned |
|---|---|---|
| Financial planning | 56% | 15% |
| Operational planning | 47% | 13 |
| Strategic planning | 83% | 17% |
| Budgeting | 48% | 22% |
| Forecasting | 44% | 41% |

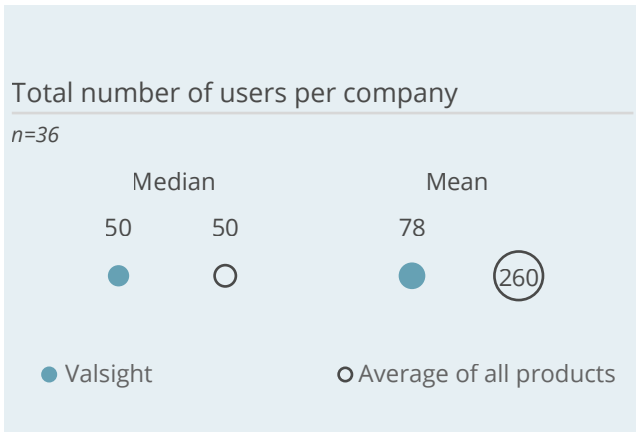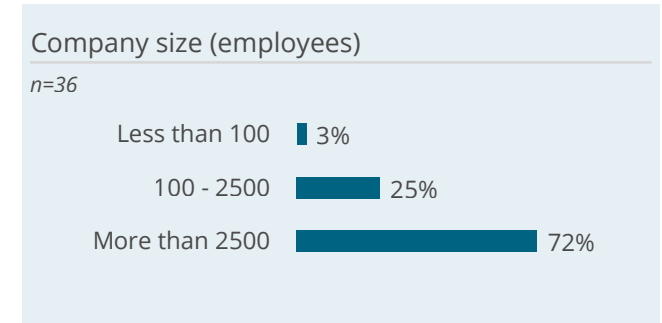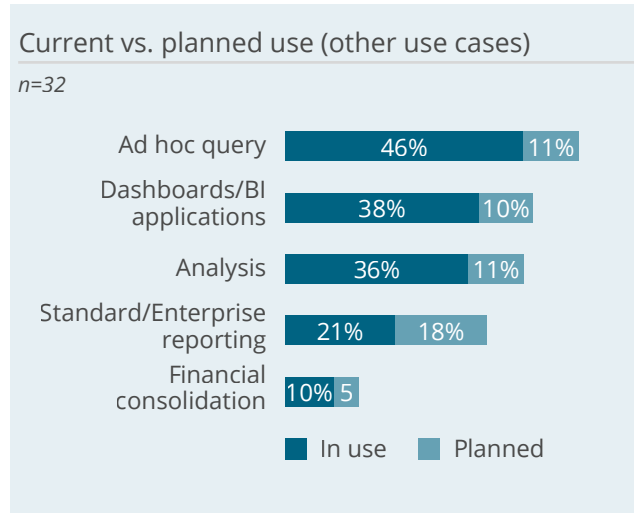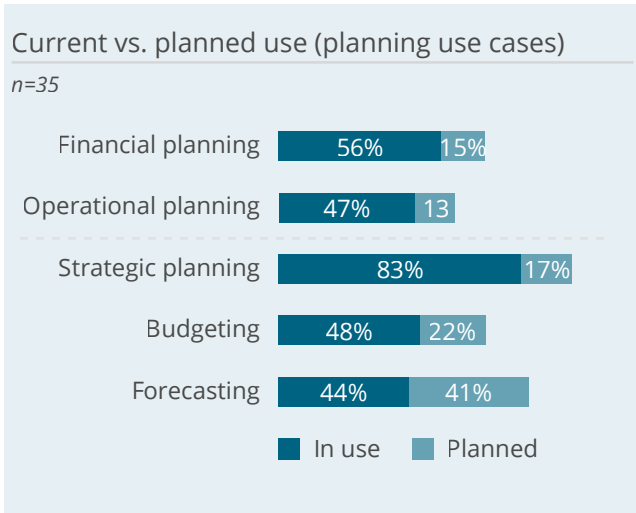■ In use  ■ Planned

## Current vs. planned use (other use cases)

*n=32*

| Use case | In use | Planned |
|---|---|---|
| Ad hoc query | 46% | 11% |
| Dashboards/BI applications | 38% | 10% |
| Analysis | 36% | 11% |
| Standard/Enterprise reporting | 21% | 18% |
| Financial consolidation | 10% | 5 |

■ In use  ■ Planned

## Company size (employees)

*n=36*

| | |
|---|---|
| Less than 100 | 3% |
| 100 - 2500 | 25% |
| More than 2500 | 72% |

## Planning users (as a percentage of all users)

*n=36*

| | |
|---|---|
| Valsight | 82% |
| Average of all products | 65% |

## Total number of users per company

*n=36*

| | Median | | Mean | |
|---|---|---|---|---|
| | 50 | 50 | 78 | 260 |
| | ● | ○ | ● | ○ |

● Valsight  ○ Average of all products

## Planning users per company

*n=36*

| | Median | | Mean | |
|---|---|---|---|---|
| | 35 | 30 | 59 | 118 |
| | ● | ○ | ● | ○ |

● Valsight  ○ Average of all products

## Percentage of employees using Valsight

*n=36*

| | |
|---|---|
| Valsight | 1% |
| Average of all products | 10% |

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# Project Success

BARC
Project
Success

Top-ranked

The Planning Survey 24
Products for Planning, Budgeting
& Forecasting

BARC
Project
Success
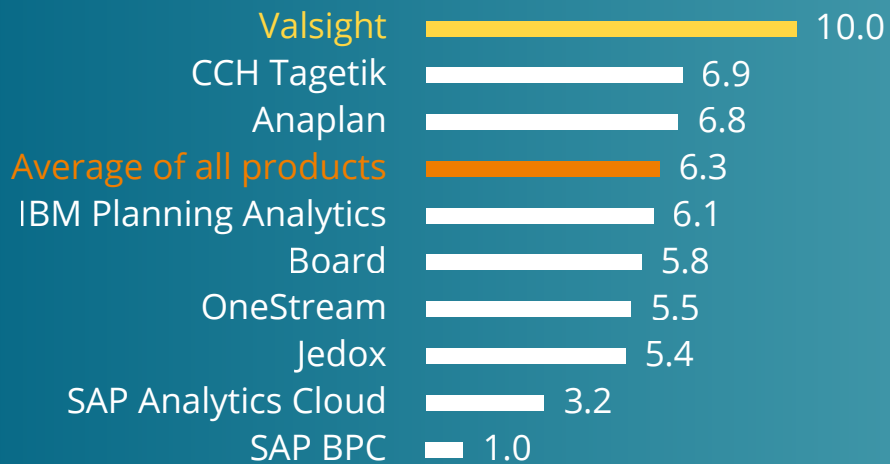
Top-ranked

The Planning Survey 24
Midsize/Departmental
Implementations

This KPI is based on the level of satisfaction with implementations and the frequency of projects completed on time and on budget.

## Project Success

| Product | Score |
|---|---|
| Valsight | 10.0 |
| CCH Tagetik | 6.9 |
| Anaplan | 6.8 |
| Average of all products | 6.3 |
| IBM Planning Analytics | 6.1 |
| Board | 5.8 |
| OneStream | 5.5 |
| Jedox | 5.4 |
| SAP Analytics Cloud | 3.2 |
| SAP BPC | 1.0 |

© BARC Planning Survey 24
This chart represents the results for one KPI
and includes only a subset of the products featured in the survey.

**97%** of surveyed users rate the **implementation of business aspects** of Valsight as **good**.

> *Vom ersten Kontakt bis zum Go-live eine durchweg positive Erfahrung, die durch kurze Kommunikationswege, pragmatische Lösungsumsetzung und einen persönlich sehr angenehmen Austausch gekennzeichnet war. Valsight ist für unseren Use Case zur Szenarioplanung und Target Setting auf aggregierter Ebene die beste verfügbare Lösung am Markt.*

Person responsible for planning from business department, Process industry, > 2,500 employees

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The Planning Survey 24

Most liked

> *Hervorragendes Time-to-Value-Verhältnis. Schnelle Einführung und ebenso schnelle Verwendung mit den internen Kunden.*

Line of business employee, IT, 100 - 2,500 employees

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The Planning Survey 24

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# Vendor Support

Vendor Support

Top-ranked

BARC
Vendor
Support

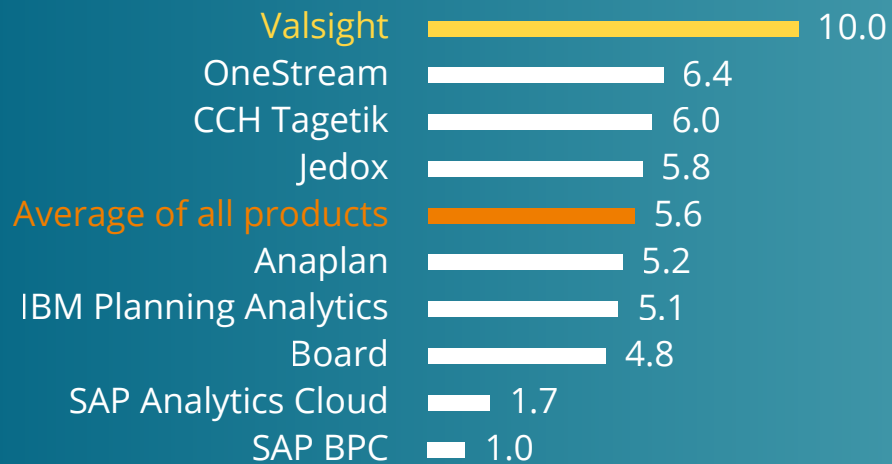The Planning Survey 24
Products for Planning, Budgeting
& Forecasting

Top-ranked

BARC
Vendor
Support

The Planning Survey 24
Midsize/Departmental
Implementations

This KPI is based on how respondents rate the vendor support provided for the product.

## Vendor Support

| Product | Score |
|---|---|
| Valsight | 10.0 |
| OneStream | 6.4 |
| CCH Tagetik | 6.0 |
| Jedox | 5.8 |
| Average of all products | 5.6 |
| Anaplan | 5.2 |
| IBM Planning Analytics | 5.1 |
| Board | 4.8 |
| SAP Analytics Cloud | 1.7 |
| SAP BPC | 1.0 |

© BARC Planning Survey 24
This chart represents the results for one KPI
and includes only a subset of the products featured in the survey.

**100%** of surveyed users rate Valsight's **vendor support** as **excellent** or **good**.

> "*Sehr guter Kundenservice und Unterstützung durch Valsight. Gutes Tool zur Erstellung von Treiberbäumen und Simulationen.*
>
> Line of business employee, Manufacturing > 2,500 employees

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> "*Professionell, lösungsorientiert, kurze Wege.*
>
> Line of business employee, Utilities, > 2,500 employees

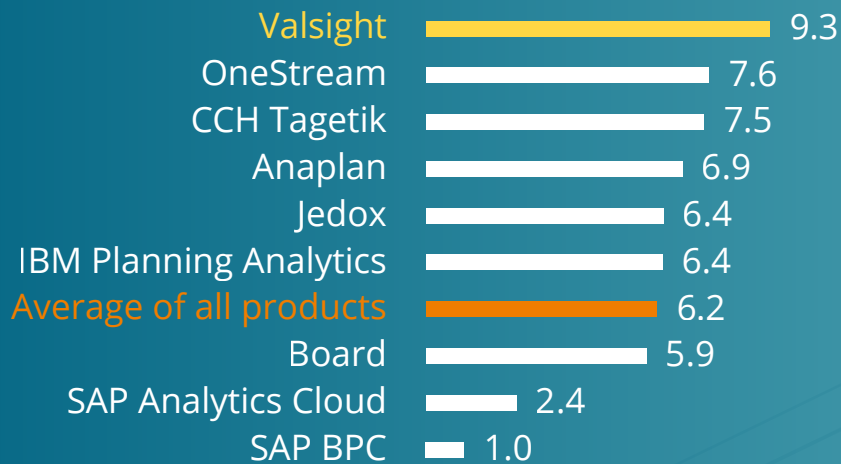BARC                                    The Planning Survey 24

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# Customer Satisfaction

This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs to measure satisfaction with the vendor and its product.

## Customer Satisfaction

| Product | Score |
|---|---|
| Valsight | 9.3 |
| OneStream | 7.6 |
| CCH Tagetik | 7.5 |
| Anaplan | 6.9 |
| Jedox | 6.4 |
| IBM Planning Analytics | 6.4 |
| Average of all products | 6.2 |
| Board | 5.9 |
| SAP Analytics Cloud | 2.4 |
| SAP BPC | 1.0 |

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This chart represents the results for one KPI
and includes only a subset of the products featured in the survey.

**97%** of surveyed users are **satisfied** with Valsight.

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# Simulation

This KPI is based on how respondents rate the product's simulation functionality.
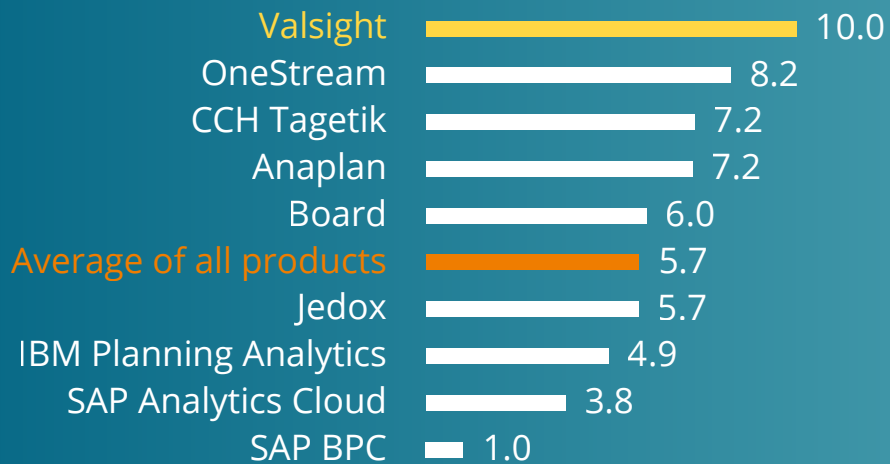
## Simulation

| Product | Score |
|---|---|
| Valsight | 10.0 |
| OneStream | 8.2 |
| CCH Tagetik | 7.2 |
| Anaplan | 7.2 |
| Board | 6.0 |
| Average of all products | 5.7 |
| Jedox | 5.7 |
| IBM Planning Analytics | 4.9 |
| SAP Analytics Cloud | 3.8 |
| SAP BPC | 1.0 |

© BARC Planning Survey 24
This chart represents the results for one KPI
and includes only a subset of the products featured in the survey.

**97%** of surveyed users rate Valsight's **simulation functionality** as **very good** or **good**.

> *Flexibles Tool, das verschiedenste Geschäftsmodelle einfach simulieren und zu einer Konzernsicht integrieren kann.*
>
> Consultant, Consulting, 100 - 2,500 employees

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Most liked

> *Szenariosimulation auf Basis von Treibermodellen. Die Treibermodelle sind dabei ohne tieferes technisches Know-How erstellbar. Daten lassen sich einfach via. Excel importieren. Zudem ermöglichen Schnittstellen den Datenabzug aus Valsight zurück in Excel oder Power BI.*
>
> Person responsible for planning from business department, IT, > 2,500 employees

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# Driver-Based Planning

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Driver-Based Planning
Top-ranked
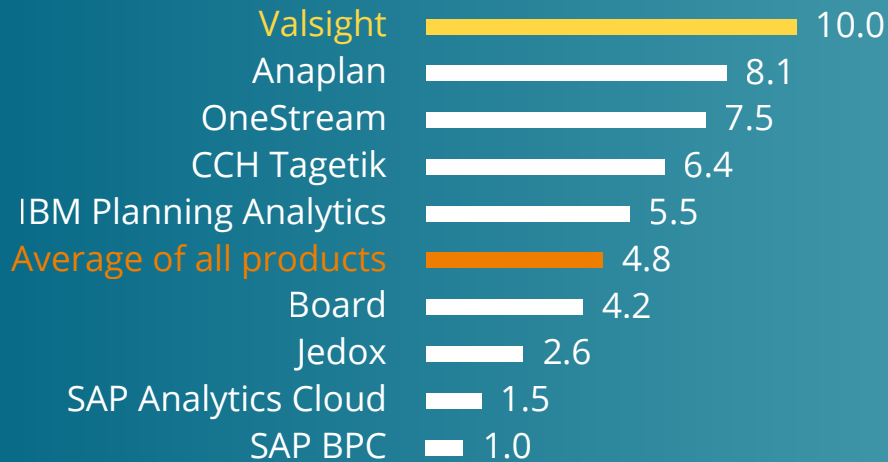The Planning Survey 24
Products for Planning, Budgeting & Forecasting

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Driver-Based Planning
Top-ranked
The Planning Survey 24
Midsize/Departmental Implementations

This KPI is based on the proportion of survey respondents that currently use their product for value-driver-based planning.

## Driver-Based Planning

| Product | Value |
|---|---|
| Valsight | 10.0 |
| Anaplan | 8.1 |
| OneStream | 7.5 |
| CCH Tagetik | 6.4 |
| IBM Planning Analytics | 5.5 |
| Average of all products | 4.8 |
| Board | 4.2 |
| Jedox | 2.6 |
| SAP Analytics Cloud | 1.5 |
| SAP BPC | 1.0 |

© BARC Planning Survey 24
This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

**97%** of surveyed users use Valsight for **value-driver-based planning.**

> *Ideales Werkzeug um treiberbasierte Planungen abzubilden und Ursache-Wirkungsketten des Geschäftsmodells anhand von Szenariosimulationen und der damit einhergehenden Maßnahmen zu visualisieren.*
>
> Person responsible for planning from business department, IT, > 2,500 employees

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The Planning Survey 24

**Most liked**

> *Fokus auf die treiberbasierte Abbildung der Planung zur einfachen Diskussion der strategischen Entwicklung eines Unternehmens.*
>
> Consultant, Consulting 100-2500 employees

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The Planning Survey 24

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Peer Group
**Products for Planning, Budgeting & Forecasting**

Peer Group
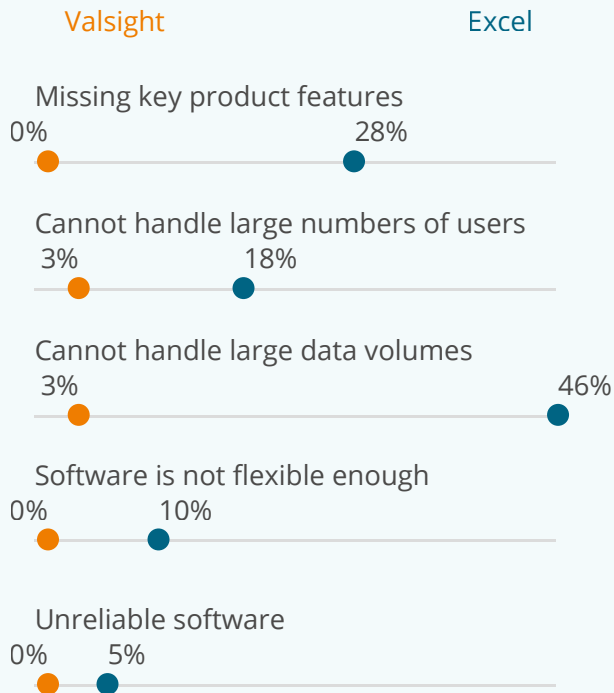**Midsize/Departmental Implementations**

## BARC Comment

With 24 top ranks and 17 leading positions, Valsight achieves an excellent set of results in this year's Planning Survey. Excellent ratings in KPIs such as *Project Success, Vendor Support, Customer Satisfaction, Simulation* and *Driver-Based Planning* underline Valsight's solid position in the planning software market, mainly in the DACH region. Companies can benefit from using Valsight in terms of increased transparency and traceability of planning, improved integration of strategic and operational planning and improved software user satisfaction. All the Valsight users surveyed said they would "definitely" or "probably" recommend their planning product to other organizations – an outstanding result and a great indicator of customer satisfaction with the vendor and its product.
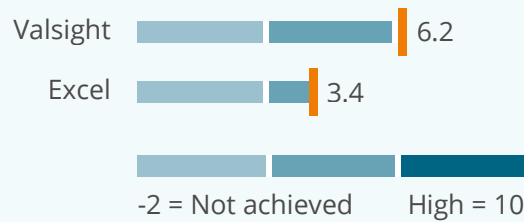
**Top-ranked in**

| Products for Planning, Budgeting & Forecasting | Midsize/Departmental Implementations |
|---|---|
| | Project Success |
| Project Success | Price to Value |
| Price to Value | Vendor Support |
| Vendor Support | Implementer Support |
| Implementer Support | Sales Experience |
| Sales Experience | Customer Satisfaction |
| Customer Satisfaction | Planning Content |
| Planning Content | Planning Functionality |
| Simulation | Simulation |
| Self-Service | Self-Service |
| Driver-Based Planning | Ease of Use |
| Competitive Win Rate | Driver-Based Planning |
| | Competitive Win Rate |

**Leader in**

| Products for Planning, Budgeting & Forecasting | Midsize/Departmental Implementations |
|---|---|
| Business Value | Project Length |
| Planning Functionality | Business Value |
| Forecasting Functionality | Product Satisfaction |
| Ease of Use | Forecasting Functionality |
| User Experience | User Experience |
| Innovation | Cloud Planning |
| Competitiveness | Innovation |
| | Competitiveness |

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# The Planning Survey 24: Valsight vs. Excel

## Problems encountered by Valsight and Excel user

Valsight          Excel

**Missing key product features**
0%                    28%

**Cannot handle large numbers of users**
3%              18%

**Cannot handle large data volumes**
3%                    46%

**Software is not flexible enough**
0%      10%

**Unreliable software**
0%    5%

## Business Benefits Index*

Valsight — 6.2
Excel — 3.4

-2 = Not achieved          High = 10

## Satisfaction level**

Valsight    3%    31%    67%
Excel    5 16%    35%    21%

Very dissatisfied | Somewhat dissatisfied | Somewhat satisfied | Very satisfied

## Recommendation**

Valsight    42%    58%
Excel    7 19%    30%    23%

Definitely not | Probably not | Probably | Definitely
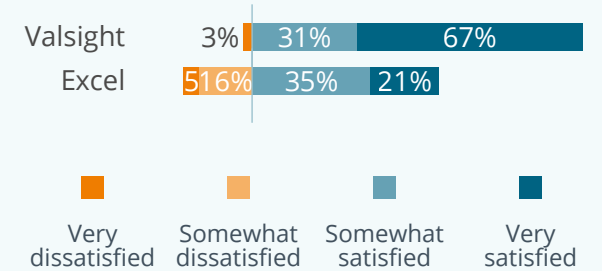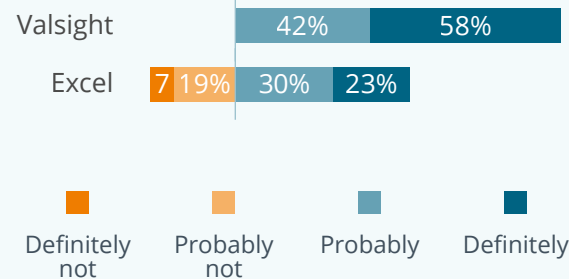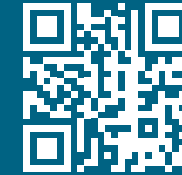
* For 12 potential benefits, respondents are asked to indicate the level of achievement, if any, with five levels. We use a weighted scoring system, from -2 to 10, to derive a composite score – the Business Benefits Index (BBI).

** Neutral category not shown

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# Data Decisions. Built on BARC.

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## BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

## Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

## Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

## Events

Leading minds and companies come together at our events. BARC conferences, seminars, round-table meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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